

HANNAH H. NGUYEN

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Portfolio: <https://www.thehannahnguyen.com/>

EDUCATION

Bachelor of Science in Marketing

Tampa, Florida

University of South Florida

Anticipated graduation - May 2026

- Dean's List: Cumulative GPA: 3.91
- USF Gamma Iota Sigma fraternity
- Related courses: Digital Marketing, Market Research, Marketing Communications Management, Media & Society (Communications), Principles of Management, Business Skills & Practice, and Buyers Behavior.

WORK EXPERIENCE

Discover Jo Self & Practical Strengths (Nonprofit)

Tampa, FL

Marketing Intern

July 2025– Present

- Support CRM (MailChimp) database accuracy by maintaining up-to-date records and ensuring data consistency for the Future of Strengths 2025 Forum.
- Support branding and marketing efforts for Practical Strengths, including digital content creation, email campaigns, and sponsor outreach for the Future of Strengths Forum 2025.
- Conduct market research and competitor analysis to inform messaging and audience engagement strategies for business development.
- Assist with asset management, webinar support, routing approvals, and coordinating design projects to maintain brand consistency across social media, email, and merchandise.

University of South Florida

Tampa, FL

Professor Assistant

August 2025 – Present

- Assist professor with grading, classroom activities, and student support to ensure smooth course operations.
- Provide feedback on assignments and track student performance to maintain academic standards.
- Track assignments, maintain detailed academic records, and ensure consistent communication with students/faculty.

Bella P.C. Nails & Spa

McCordsville, Indiana

Marketing Manager

May 2018 - Present

- Oversee social media strategy, content creation, and budget approvals, achieving a 40% increase in overall engagement.
- Execute advertising campaigns based on competitive analysis and market trends, increasing online visibility by 50%.
- Design brand assets (flyers, menus, logos) using Canva, creating 400+ impressions and reinforcing brand identity.

Receptionist

May 2018 - August 2022

- Managed scheduling and client services for 70+ daily customers, reinforcing organizational and interpersonal skills.

Powerstories (Nonprofit) (Volunteer)

Tampa, Florida

Marketing Team Lead/ Communicator

January 2025 - May 2025

- Led a team of 5 USF students in developing marketing strategies to boost audience engagement and brand awareness.
- Designed promotional materials, network with students and staff, and increased ticket sales through target marketing efforts.
- Collaborated with staff, students, and community partners to align messaging and secure approvals for marketing campaigns.

BBQ Korean Fried Chicken Restaurant

Tampa, Florida

Server

April 2024 - August 2024

- Delivered outstanding service in a high-volume setting, boosting customer satisfaction through upselling and personalized recommendations by 85%.
- Collaborated with kitchen and service staff to manage 13 tables and large private parties, ensuring seamless and timely service while creating a welcoming and memorable brand interaction.
- Pitched creative promotional ideas to attract new customers and support local business growth.

LEADERSHIP & INVOLVEMENT

University of South Florida

Tampa, FL

Team Mentor

August 2025 – Present

- Mentor student groups by guiding project planning, communication, and problem-solving.
- Provide peer support to help students develop leadership, collaboration, and presentation skills.
- Serve as a resource for academic and professional development, fostering a supportive team environment.

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SKILLS

- **Bilingual:** Vietnamese and English
- **Administrative:** Microsoft 365, Microsoft Word, Excel, Google Workspace, Google ads, Tableau, Mac OS, Windows, Zoom, AI Tools, Adobe Photoshop, CapCut, Wix, Weebly, SEO, and Adobe Express, MailChimp, SurveyMonkey
- **Transformative skills:** Leadership, communication, goal setting, organization, marketing, campus marketing, sales, project management, and teamwork abilities with a proactive attitude toward continuous learning and improvement

CERTIFICATION & AWARDS

HubSpot Academy: *Email Marketing*

Issued on February 2025

LinkedIn: *Global Marketing: Expand the Reach of Your Product and Service Offerings*

Issued on November 2024

Scholastic Art & Writing Award: Honorable mention for ceramic artwork

January 2022 - May 2022